

**Abstract**

5 The present invention relates to silver pigments based on transparent, low-refractive-index, platelet-shaped substrates which have a high-refractive-index coating consisting of  $\text{TiO}_2$  having a layer thickness of 5 – 300 nm and optionally an  
10 outer protective layer, and to the use thereof in paints, coatings, printing inks, security printing inks, plastics, button pastes, ceramic materials, glasses, for seed coloring, as dopants in the laser marking of plastics and papers, as additives for coloring in the foods and pharmaceuticals sectors, and in cosmetic formulations and  
15 for the preparation of pigment compositions and dry preparations.